

Michigan Wildlife Council



House Appropriations Subcommittee
On Natural Resources
Thursday, March 23, 2017

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Background – PA 108 of 2013



- Added \$1 to each base hunting license, hunt/fish combo license or all-species fishing license
- Allocated revenue for marketing, education, and outreach activities

Background – PA 246 of 2013



- Established the Game & Fish Protection Fund – Wildlife Management Public Education Subfund
- Deposited revenue from \$1 surcharge to the Subfund
- Established the Michigan Wildlife Council

Background – PA 246 of 2013

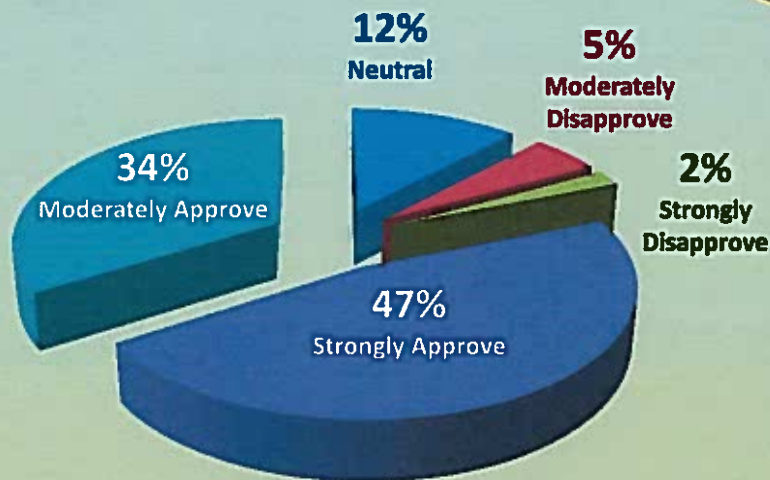


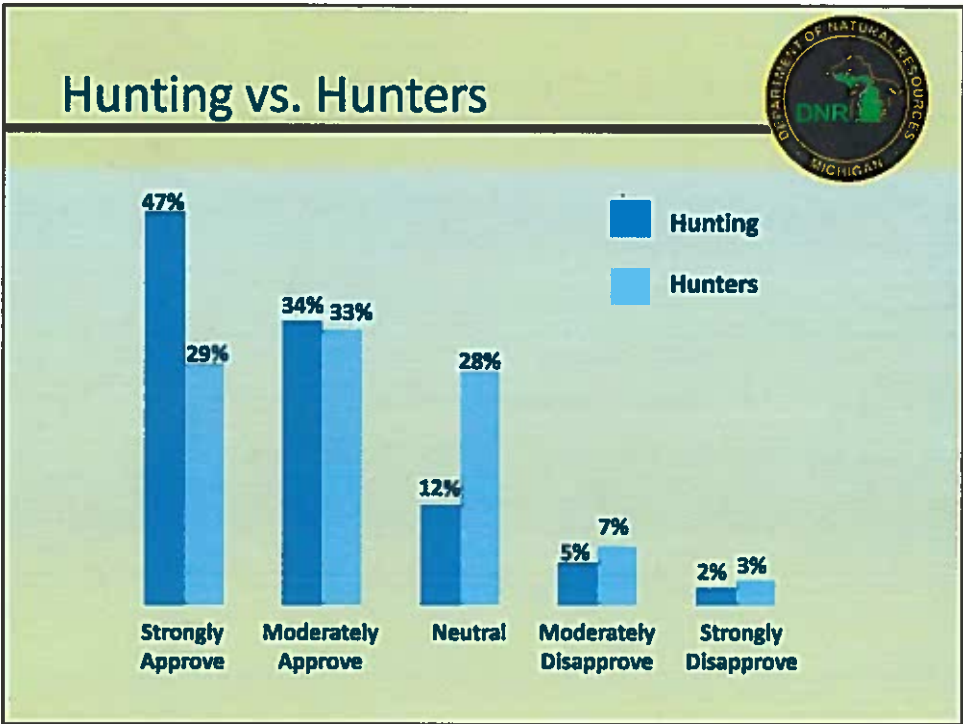
- Tasked the Council with developing and implementing a comprehensive media-based public information program, in conjunction with a third-party marketing agency to:
 - Educate the public on the benefits of wildlife, wildlife management, and the role that sportsmen and sportswomen play in wildlife management
 - Educate the public about hunting, fishing, and taking of game and how these activities are:
 - Necessary for the conservation, preservation, and management of Michigan's natural resources
 - Valued and integral parts of Michigan's cultural heritage and should be preserved forever
 - Important parts of Michigan's economy

Talking to a Broader Audience



Hunting Approval by Population





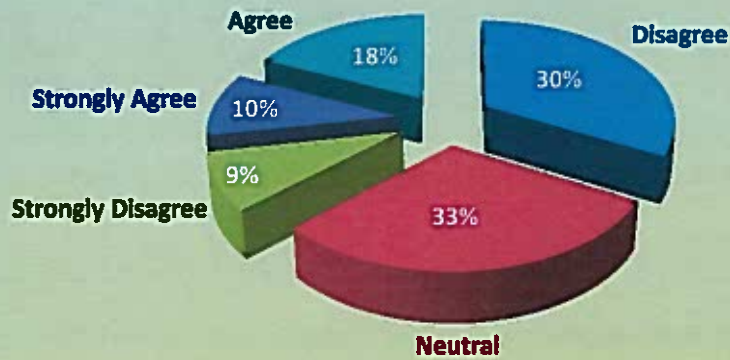
- ### Wildlife Management
- 91%** Ensuring hunting is done legally and responsibly
 - 90%** Keeping wildlife healthy and disease free
 - 89%** Keeping wildlife species from becoming endangered or extinct
 - 87%** Maintaining wildlife habitats
 - 83%** Ensuring fishing is done legally and responsibly
 - 77%** Preventing wildlife species from threatening people and their property

Wildlife Management



28% Wildlife does not require management to thrive

33% Don't know



What We Say



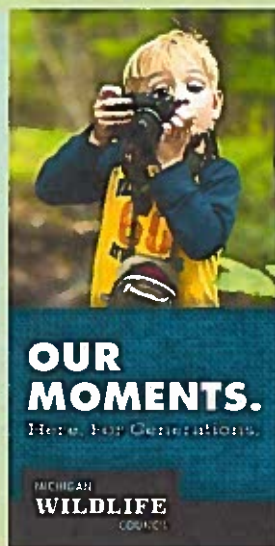
WHEN WE SAY	THEY HEAR
Wildlife	Nature
Wild	Lions
Hunting	Deer
Sportsmen	Athletes
Fees	Taxes

One Unifying Message



Wildlife should be managed for the use and enjoyment of future generations.

Here. For Generations



Increase Understanding of Wildlife Management



- **Objective:** Inform citizens about the critical role of hunting and fishing in conservation
- **Performance Measures:**
 - Increase percent of citizens who understand and support the role of hunting and fishing in wildlife management
 - Increase advertising reach and frequency to the core audience
- **Investment:** Increase by \$500,000 Game & Fish Protection Fund – Wildlife Management Public Education Subfund (from \$1.6 million to \$2.1 million)

Thank You



Questions?

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